

WHEREAS, the Colorado Proud program promotes the freshest, locally grown agricultural products in the state; and

WHEREAS, the Colorado Proud program helps more than 1,600 Colorado companies market their food and agricultural products; and

WHEREAS, the Colorado Proud program makes it easier for consumers, retailers, schools and restaurants to buy locally grown and processed products; and

WHEREAS, the Colorado Proud program encourages the state's chefs and schools to use Colorado-grown items in their daily menus; and

WHEREAS, Colorado Proud encourages consumers to buy locally produced foods which decreases food miles and assists in combating climate change; and

WHEREAS, the Colorado Proud program helps to ensure the future of Colorado's agricultural industry—an industry that plays a vital role in our state's economy;

Therefore I, John Hickenlooper, Governor of the State of Colorado, do hereby proclaim August 2012 as

## COLORADO PROUD MONTH

*In the State of Colorado.* 

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GIVEN under my hand and the Executive Seal of the State of Colorado, this twelfth day of April, 2012

John W. Hickenlooper

Governor